Search Engine Optimization

Search Engines

- Well-known search engines:
  - Google (Launch Date 4th September 1998)
  - Yahoo (Launch Date 1994)
  - Bing (Launch Date 2009)

What is SEO?

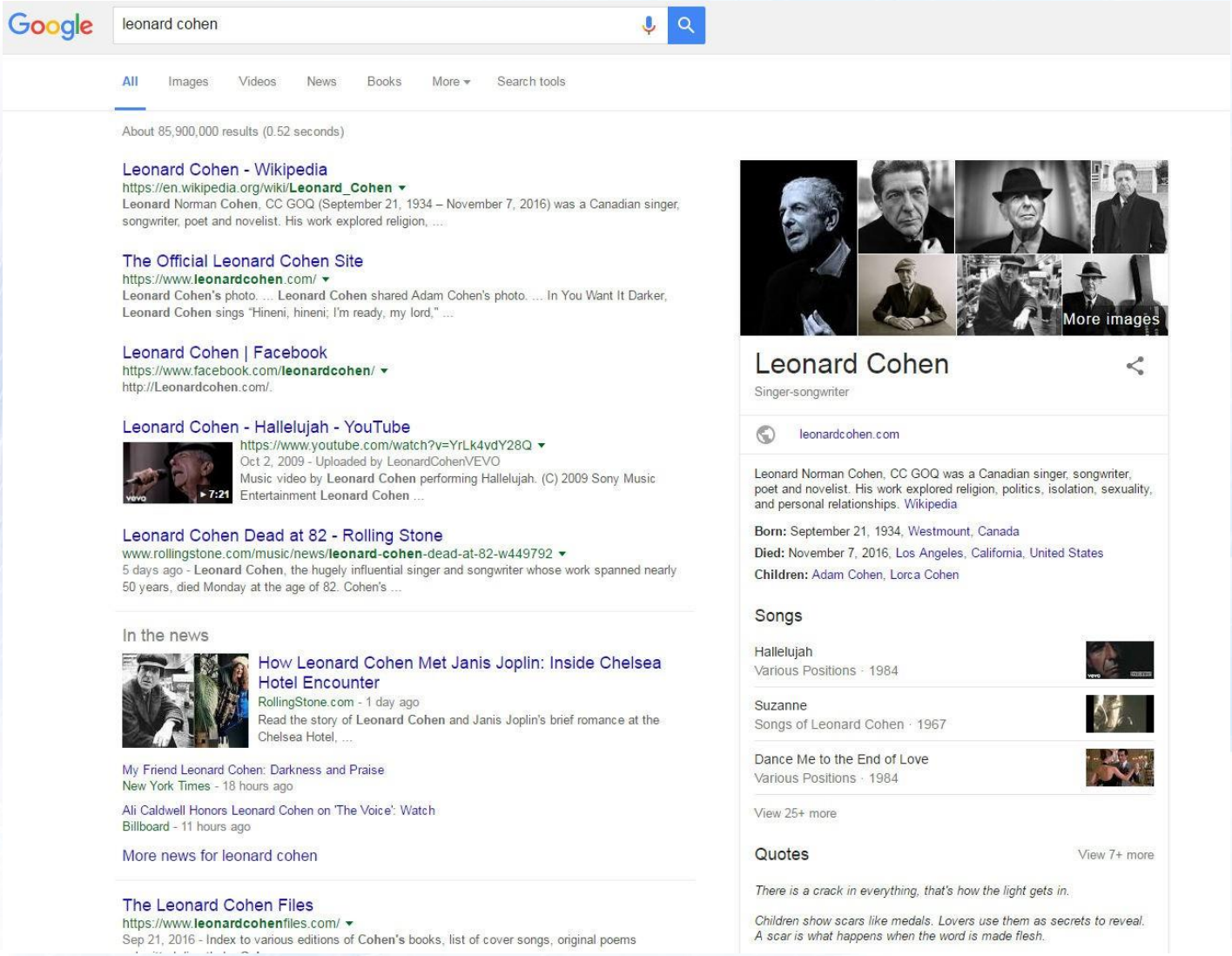
- **SEO**: Search Engine Optimization.
- It is the practice of optimising a website to achieve higher rankings on the **search engine results pages** (SERPs).
- SEO is a **marketing discipline** focused on growing **visibility** in organic (non-paid) **search engine results.**

WHAT IS QUERY & SERP

Query & SERP

- A **query** is a word or string of words that a user types into the search box on a search engine.
- The page that search engines show as a result of a query is called **«Search Engine Result Page»** (SERP)

SERP (Search Engine Result Page)



Types of Search Queries

- **Transactional searches:**
  - Identifying a local business, making a purchase online, or completing a task.
  - Buy blue tshirt
- **Navigational searches:**
  - Visiting a pre-determined destination or sourcing a specific URL.
  - Turkish Airlines
- **Informational searches:**
  - Researching non-transactional information, getting quick answers, or ego-searching.
  - Breeds of dogs that don't bark

Why ranking high is important?

- On average, 71.33% of searches result in a page one organic click.
- Page two and three get only 5.59% of the clicks.
- On the first page alone, the first 5 results account for 67.60% of all the clicks and
- The results from 6 to 10 account for only 3.73%.

Source: https://moz.com/blog/google-organic-click-through-rates-in-2014

Why ranking high is important?

Position	1	2	3	4	5	6 to 10	2nd page	3rd page+
CTR	31.24	14.04	9.85	6.97	5.50	3.73	3.99	1.60

What do Search Engines do?

- Responding to user queries with relevant results by:
  - **Crawling** & **Indexing** web pages
  - Determining **search results** and **rankings** by constantly tuning their **algorithms**

Crawling & Indexing

- Search engines use huge set of computers to **fetch/crawl** pages on the web.
- **Crawling** is the process by which bots discover new and updated pages to be added to the index.
- **Googlebot** is Google's web crawling bot (sometimes also called a "spider").

Algorithms

- Search Engines do no share their algorithms explicitly

HOWEVER

- They provide information about optimization and best practices.

Method Of SEO

Search engine optimization(SEO) is a technique which is used for **boosting your website's rankings** on search engines. It is one of the best ways to gain better visibility through **organic search and enhance traffic**. If you are into a business and want to ensure that your website gets a high ranking on search engine rankings, then it's wise to hire an SEO services agency to optimize your site and ensure a visible improvement. Some of the **most common methods of doing SEO** are mentioned below: – 3 Types

1. **White Hat SEO**
2. **Black Hat SEO**
3. **Grey Hat SEO**

Method of SEO

- **White Hat SEO:** Ethical SEO practices that conform to the search engine guidelines.
- **Black Hat SEO:** Optimization that goes against search engine guidelines.
- **Grey Hat SEO:** This a method of SEO which is **neither black or white**. It doesn't make complete usage of black hat SEO and is a **combination of both**.

1. White Hat SEO

White Hat SEO is one of the **most widely used SEO techniques** and is the one which use methods and techniques to enhance a website's search engine rankings. It does not violate search engine guidelines. A number of methods which the **white hat SEO** utilizes include the creation of relevant, campaigns for link acquisition through them, HTML optimization of website & restructuring & manual outreach & research. When out opt for the **white hat SEO** method, you will get a gradual yet satisfactory growth in your rankings.

2. Black Hat SEO

Black Hat SEO, on the other hand, is a **type of SEO technique** which takes advantage of the shortcomings in algorithms or search engines to acquire high rankings for websites. This is a type method of SEO guidelines set by search engines, especially Google. The naturalness level is very low due to fact that the techniques used in this type of SEO method include **hidden text, link spam, keyword stuff, cloaking** etc. When you opt for this method, you can hope for unpredictable, quick but momentary growth in ranking. Chances of your site being penalized will also be high.

KEYWORD RESEARCH & DEVELOPMENT

Keyword Research

- Marketers never had access to this much **data about customer intentions.**
- Keyword research enables marketers to create insights into the thinking of potential customers.

Keyword Research & Keyword Development

- Keyword selection is an essential part of SEO.
- The goal is to find:
  - relevant
  - high traffic
  - less competitive keywords

Short-Tail vs Long-Tail

- Short-tail: Upto 3 Words

  Digital Marketing Services
- Long-tail: Above 3 Words

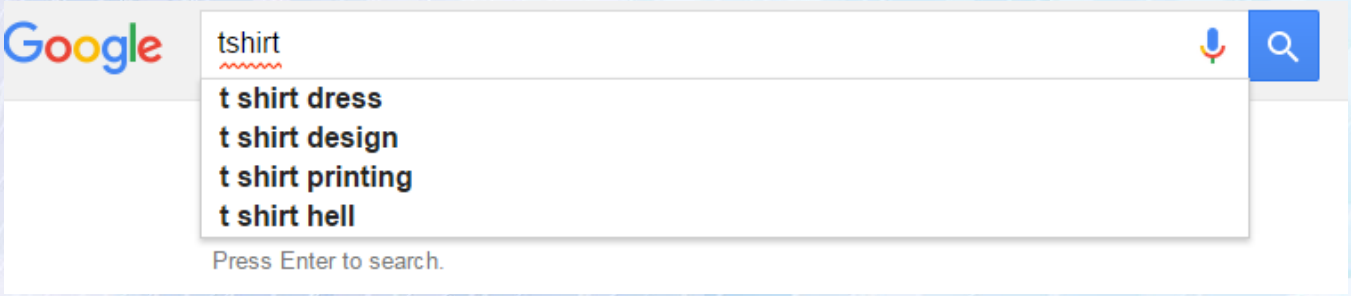
  Cool places to eat in London

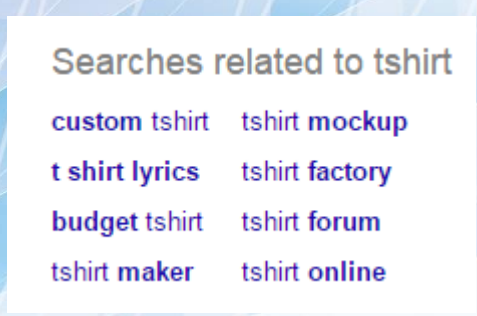
Long-Tail Search Queries

- Longer queries (containing more words) that are often more targeted than shorter broad queries.
  - Computer with high processing speed
  - Cheap waterproof dslr case
  - Cool places to eat in London
  - Best place to stay in Rome

Keyword Research

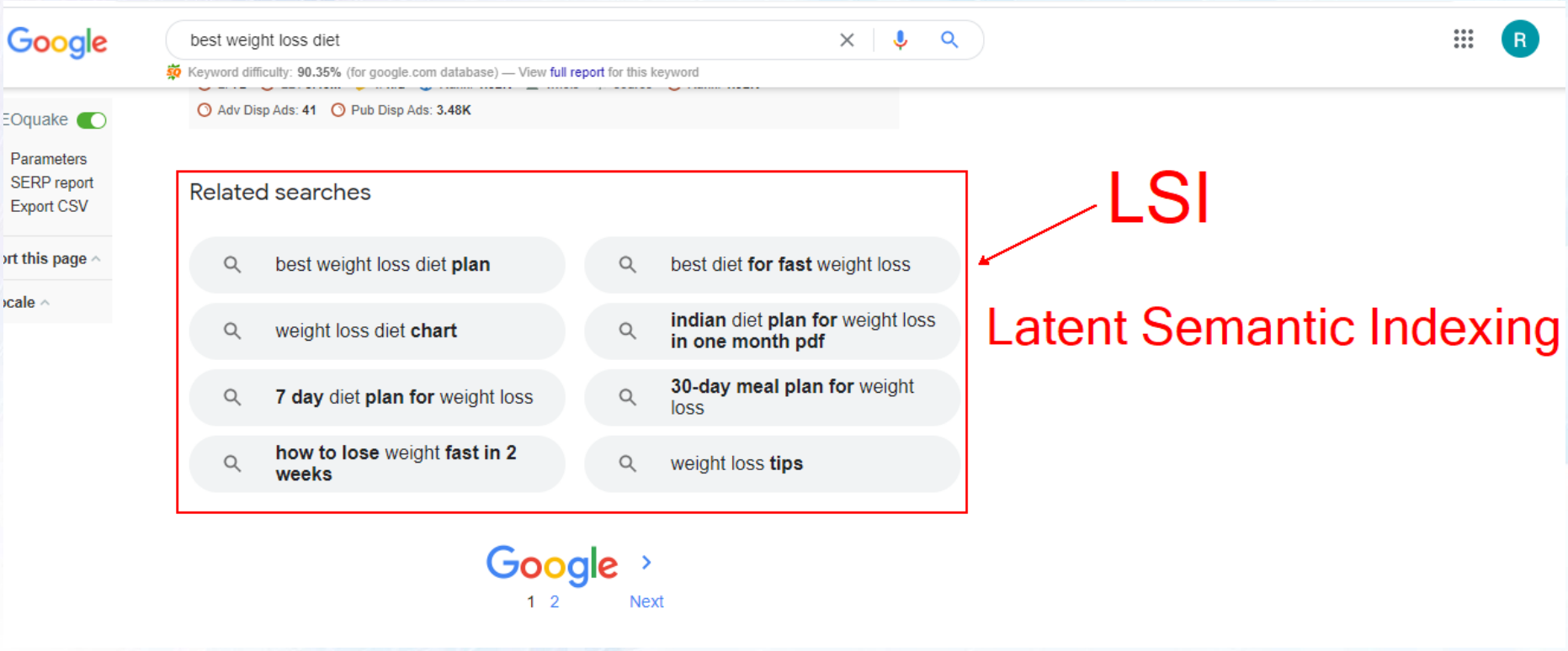
- You can start with related searches and Google instant





LSI = Latent Semantic indexing

LSI (Latent Semantic Indexing) Keywords are conceptually related terms that search engines use to deeply understand content on a webpage.



Some Other Tools

- Google Keyword Planner
- Ubersuggest
- Semrush
- kwfinder.com
- keywordtool.io
- Google Trends

HOW TO DO COMPETITOR RESEARCH?

How to Discover your Online Competitors Using Semrush

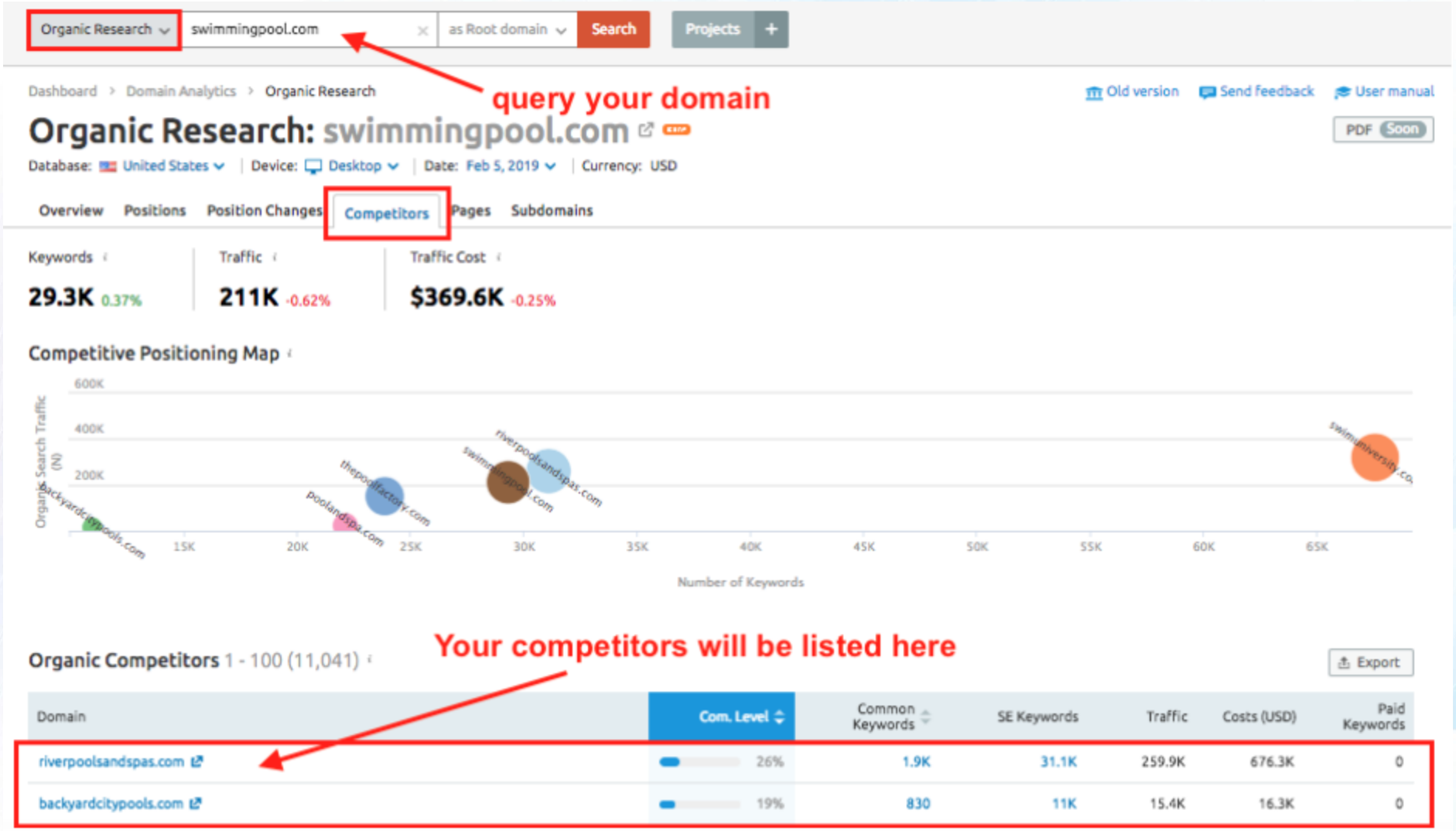
Competitive Analysis is a foundation of digital marketing. If you know who your biggest competitors are, you can gather insights into what they do well and build your own strategy to outperform theirs. This article will show you how to quickly identify your top competitors using Semrush.

Semrush offers 6 main reports to find competitors based on the following criteria:

1. **Organic Competitors Report** (based on shared organic keyword rankings)
2. **Backlinks Competitors Report** (based on shared backlinks)
3. **Advertising Competitors Report** (based on shared paid keyword rankings)
4. **PLA Competitors Report** (based on shared Google Shopping keyword rankings)
5. **Position Tracking Competitors Discovery** (based on a custom list of target keywords)
6. **Market Explorer** (based on common website categories and audience interest)

1. Discover Your Competitors Based on Organic Keyword Position

Use the Organic Research Competitors report to see all of the websites that frequently compete with your site for website traffic on organic search results.
If you want to improve SEO, this will show you your site's top SEO competitors that you need to worry about.
The report is simple - just enter your domain name in the search bar (making sure you are under **Organic Research** and find the **Competitors** tab) and Semrush will list all of the sites that compete for the same keywords as the queried domain - based on common keywords and having a similar total organic keyword count.


Organic Research
swimmingpool.com
as Root domain
Search
Projects
query your domain
Dashboard
Domain Analytics
Organic Research
Old version
Send feedback
User manual
Organic Research: swimmingpool.com
PDF Soon
Database: United States
Device: Desktop
Date: Feb 5, 2019
Currency: USD
Overview
Positions
Position Changes
Competitors
Pages
Subdomains
Keywords
29.3K 0.37%
Traffic
211K -0.62%
Traffic Cost
$369.6K -0.25%
Competitive Positioning Map
Organic Search Traffic (N)
600K
400K
200K
15K
20K
25K
30K
35K
40K
45K
50K
55K
60K
65K
Number of Keywords
Your competitors will be listed here
Organic Competitors 1 - 100 (11,041)
Export
Domain
Com. Level
Common Keywords
SE Keywords
Traffic
Costs (USD)
Paid Keywords
riverpoolsandspas.com 26% 1.9K 31.1K 259.9K 676.3K 0
backyardcitypools.com 19% 830 11K 15.4K 16.3K 0

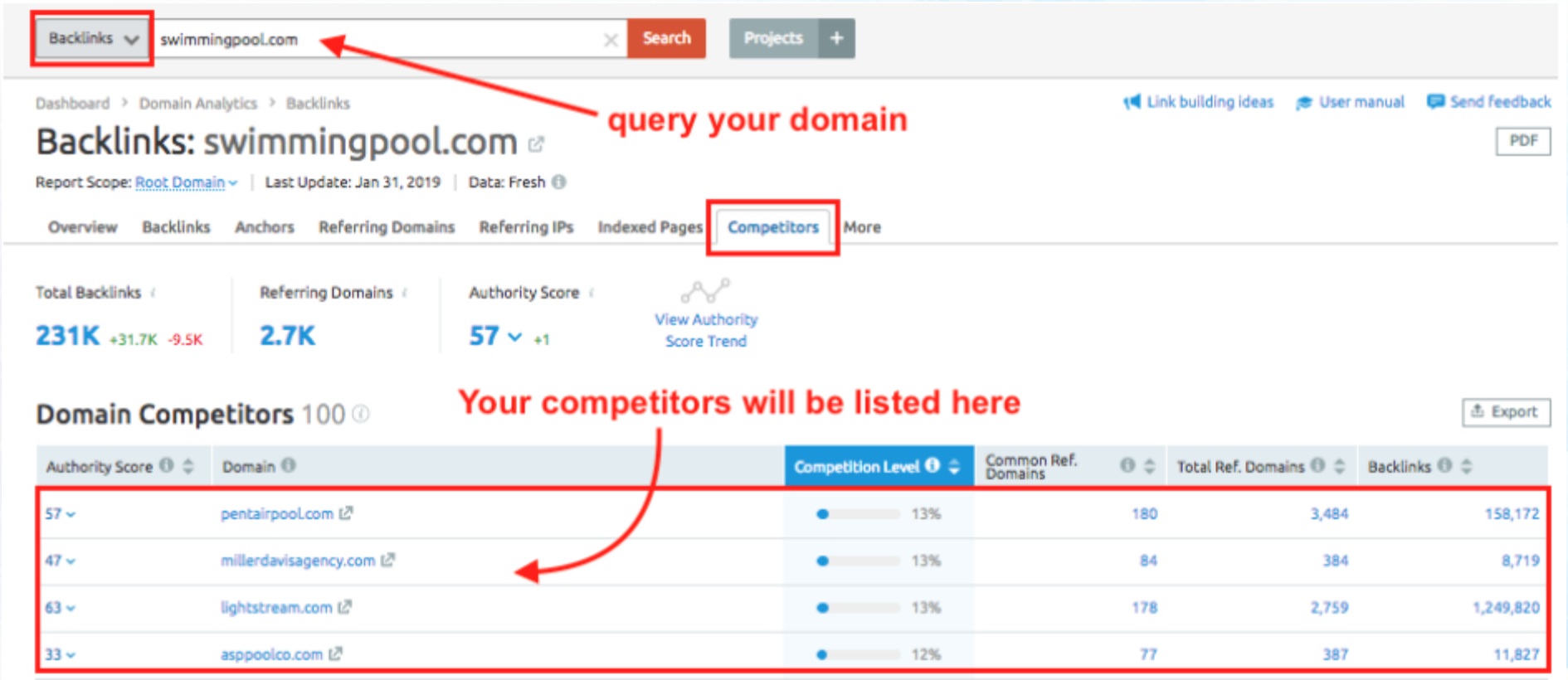
2. Discover Your Competitors Based on Backlink Profiles

Use the Backlinks Competitors report to find the websites that have the most shared referring domains in their backlink profile as your site.

The reasons you would want to know your competitors based on backlinks is if you want to improve your SEO with link building.

The report works very simply - go to Backlinks Analytics, enter your domain, and click on the “Competitors” tab. This will present the queried domain’s top competitors based on shared backlinks and referring domains.

Once you find out your site’s top competitors, you can look for new link building opportunities to build links to your own site based on who is linking to your competitors. For more on this report check out the user manual.

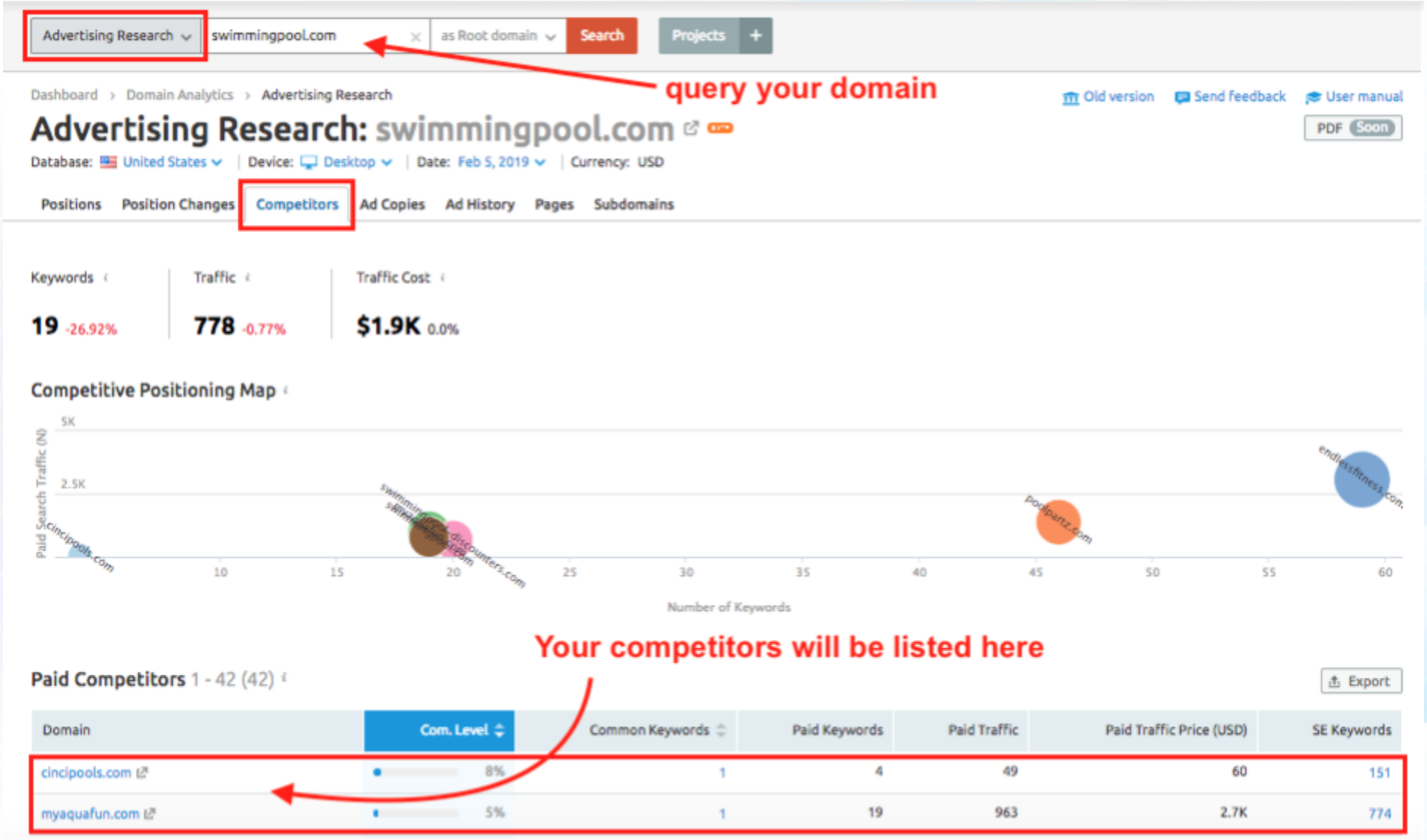

Backlinks
swimmingpool.com
Search
Projects
query your domain
Dashboard › Domain Analytics › Backlinks
Link building ideas
User manual
Send feedback
Backlinks: swimmingpool.com
PDF
Report Scope: Root Domain | Last Update: Jan 31, 2019 | Data: Fresh
Overview
Backlinks
Anchors
Referring Domains
Referring IPs
Indexed Pages
Competitors
More
Total Backlinks
231K +31.7K -9.5K
Referring Domains
2.7K
Authority Score
57 +1
View Authority Score Trend
Your competitors will be listed here
Domain Competitors 100
Export
Authority Score
Domain
Competition Level
Common Ref. Domains
Total Ref. Domains
Backlinks
57 pentairpool.com 13% 180 3,484 158,172
47 millerdavisagency.com 13% 84 384 8,719
63 lightstream.com 13% 178 2,759 1,249,820
33 asppoolco.com 12% 77 387 11,827

3. Discover Your Competitors Based on PPC Keyword Positions

Go to the Advertising Research Competitors report to find the websites that are competing with your site the most among Google's PPC Google Ads results.

This report works very similarly to the Organic Research Competitors report in that it measures competition level of websites by their shared paid keywords and similarity in total paid keyword count. Enter your domain name under **Advertising Research** and click on the **Competitors tab** to get the report

If you want to improve the performance of your PPC campaigns, this report will show you the competitors you can analyze in Semrush to get more ideas and build your own strategy to outperform theirs. For more, check out the user manual.

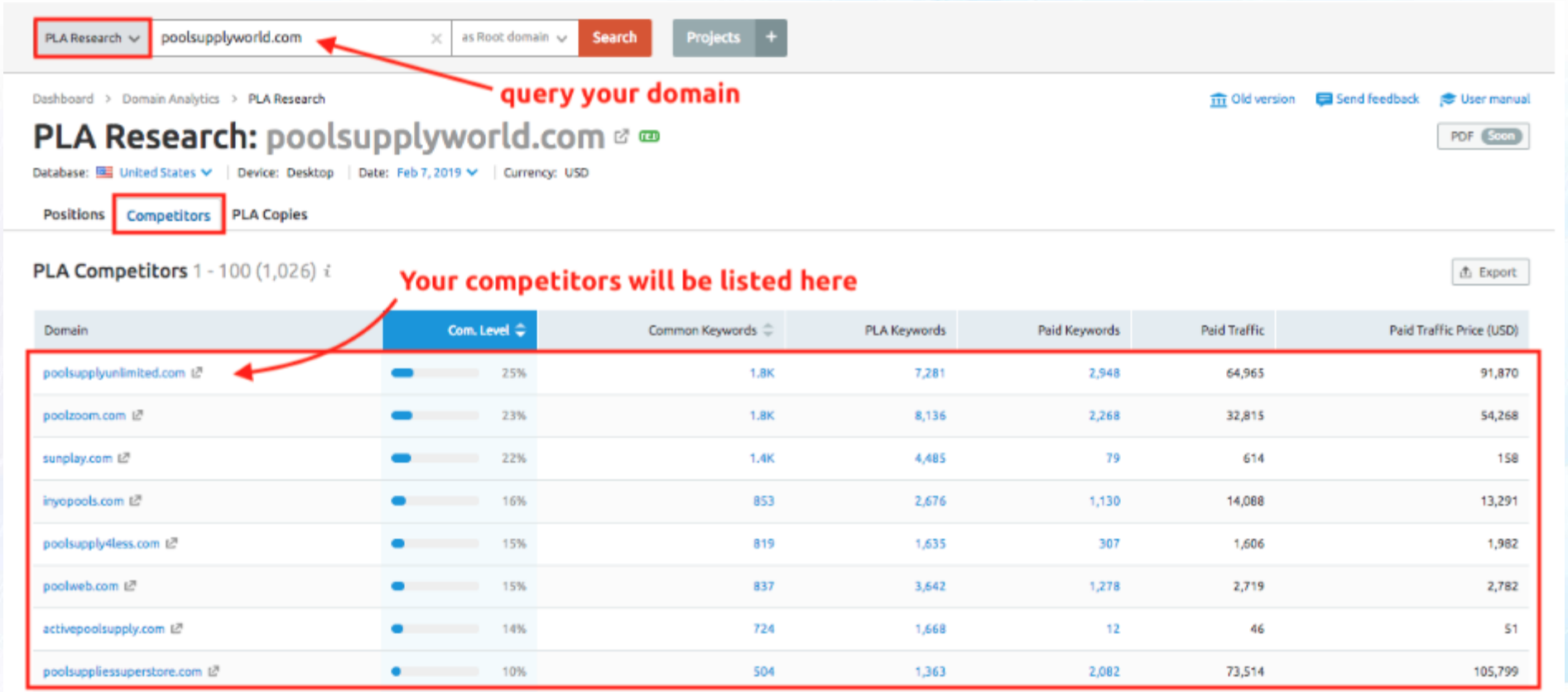

Advertising Research
swimmingpool.com
as Root domain
Search
Projects
query your domain
Dashboard › Domain Analytics › Advertising Research
Old version
Send feedback
User manual
Advertising Research: swimmingpool.com
PDF Soon
Database: United States
Device: Desktop
Date: Feb 5, 2019
Currency: USD
Positions
Position Changes
Competitors
Ad Copies
Ad History
Pages
Subdomains
Keywords
19 -26.92%
Traffic
778 -0.77%
Traffic Cost
$1.9K 0.0%
Competitive Positioning Map
Paid Search Traffic (N)
5K
2.5K
cincipools.com
poolpartz.com
endlessfitness.com
10
15
20
25
30
35
40
45
50
55
60
Number of Keywords
Your competitors will be listed here
Paid Competitors 1 - 42 (42)
Export
Domain
Com. Level
Common Keywords
Paid Keywords
Paid Traffic
Paid Traffic Price (USD)
SE Keywords
cincipools.com 8% 1 4 49 60 151
myaquafun.com 5% 1 19 963 2.7K 774

4. Discover Your Competitors Based on Google Shopping Keyword Positions

Another way to find advertising competitors is with the PLA Competitors report. PLA stands for Product Listings Ads and this report will show you which sites are competing with your site the most among Google Shopping results. Make sure you are under PLA Research when you query the domain and select the Competitors tab.

For more on how to use our PLA reports to improve your Google Shopping campaigns, check out the user manual.

You can also compare PLA keyword profiles and find gaps in your competition’s Google Shopping strategies using the Keyword Gap tool and adding the filter for PLA keywords.


PLA Research
poolsupplyworld.com
as Root domain
Search
Projects
query your domain
Dashboard > Domain Analytics > PLA Research
Old version
Send feedback
User manual
PLA Research: poolsupplyworld.com
PDF Soon
Database: United States | Device: Desktop | Date: Feb 7, 2019 | Currency: USD
Positions
Competitors
PLA Copies
PLA Competitors 1 - 100 (1,026)
Your competitors will be listed here
Export
Domain
Com. Level
Common Keywords
PLA Keywords
Paid Keywords
Paid Traffic
Paid Traffic Price (USD)
poolsupplyunlimited.com 25% 1.8K 7,281 2,948 64,965 91,870
poolzoom.com 23% 1.8K 8,136 2,268 32,815 54,268
sunplay.com 22% 1.4K 4,485 79 614 158
inyopools.com 16% 853 2,676 1,130 14,088 13,291
poolsupply4less.com 15% 819 1,635 307 1,606 1,982
poolweb.com 15% 837 3,642 1,278 2,719 2,782
activepoolsupply.com 14% 724 1,668 12 46 51
poolsuppliessuperstore.com 10% 504 1,363 2,082 73,514 105,799

5. Discover Your Competitors Based on a Target Keywords (and location!)

Now, if you don't have any rankings yet but you have a list of target keywords, you can find out who your top competitors for those keywords will be by setting up a Position Tracking campaign.

1.Create a Project for your domain
2.Go to Position Tracking and start a new campaign
3.Add your target keywords and location to start the tool. For help with configuration, read Configuring Position Tracking.
4.Navigate to the **Competitors Discovery tab** and monitor the domains that appear in this report over time. These are the sites currently with the most visibility for your list of target keywords in the selected location.

Dashboard › Projects › swimmingpool.com › Position Tracking

Send feedback | Video tutorial | User manual

Position Tracking: swimmingpool.com

Alerts | PDF | Export

Device & Location: United States (Google) • English | Last Update: 0 hours ago | Keywords: 100 | Competitors: 0 | Type: Organic | Rank count

Overview | Rankings Distribution | Rankings | Landing Pages | Competitors Discovery | Devices & Locations | Featured Snippets

Depth: Top 100 | Top 50 | Top 20 | Top 10 | Top 5 | Top 3

Feb 06, 2019 (last 1 day)

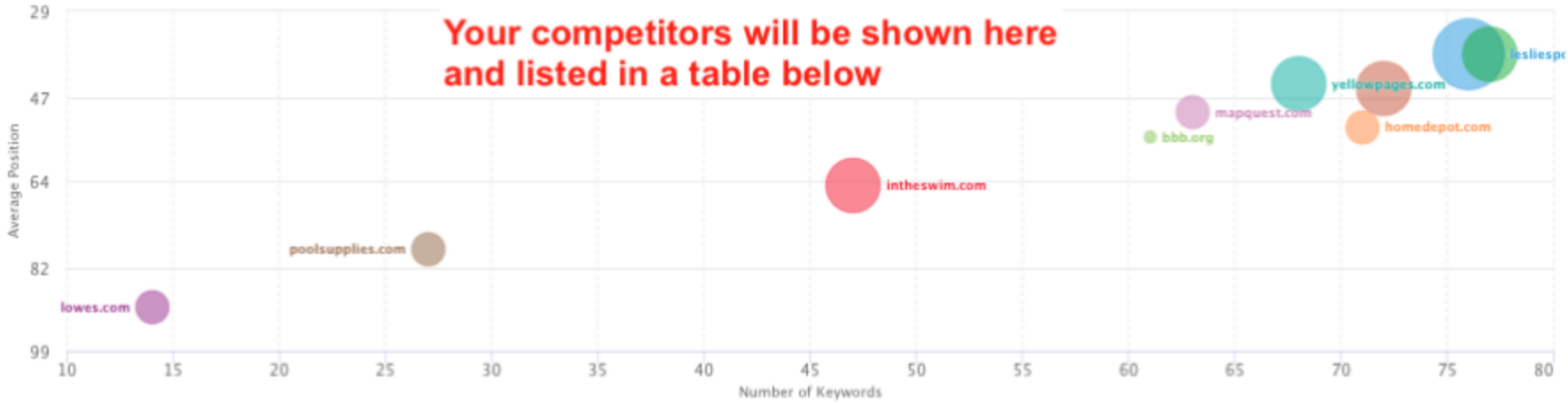
Filter by keyword | SERP Features | Tags | Volume | Blacklist domains

Competition Map

Optimal Zoom

Competitors | Winners & Losers

Your competitors will be shown here and listed in a table below



6. Discover Your Competitors in Your Industry

A great way to see how your competitors in your industry are performing is by utilizing the Market Explorer tool. This tool gathers data using our Traffic Analytics database and third party data-providers to display estimated traffic and demographic information about a market's audience.

Start by entering your own domain into the search bar. Once the data is pulled, navigate down to the Market Relevant Sites section of the tool.

This will provide you with a list of the top websites in the industry of the queried domain. When you click on your competitor's domain, you will see the metrics to the right reflect their traffic estimations.

You are able to see the **total traffic** of a domain, the total traffic trends, the domain's top traffic sources, and the target audience's age and gender.

Share of Visits

Total | Direct | Referral | Search | Social | Paid

1.	nike.com	6.94%
2.	netshoes.com.br	3.70%
you	adidas.com	3.52%
4.	stockx.com	2.47%
5.	sportsdirect.com	1.60%
6.	footlocker.com	1.59%
7.	finishline.com	1.58%
8.	yeezysupply.com	1.56%
9.	centauro.com.br	1.46%
10.	underarmour.com	0.96%
11.	puma.com	0.91%
12.	hypebeast.com	0.82%
13.	vans.com	0.78%
14.	famousfootwear.com	0.77%
15.	eastbay.com	0.73%
16.	sneakernews.com	0.73%
17.	skechers.com	0.66%
18.	jdsports.co.uk	0.66%
19.	converse.com	0.62%
20.	mandmdirect.com	0.57%
21.	flo.com.tr	0.55%

View full report

adidas.com

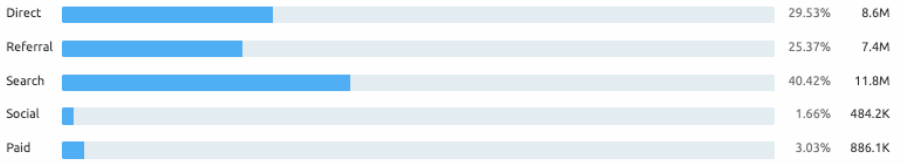
Aug, 2019

Domain Total Traffic

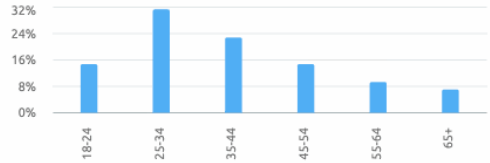
29.2M

Total Traffic Trends

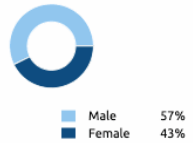
Domain Traffic Sources



Domain Audience Age



Domain Audience Gender



WHITE HAT
SEO

White SEO Strategies

- SEO can be divided into two main strategies:

On-Page Optimization

Off-Page Optimization

On-Page Optimization

- On-page optimization is achieved by making changes to the
  - Content
  - HTML code
  - Structure of a website

In order to make it more:

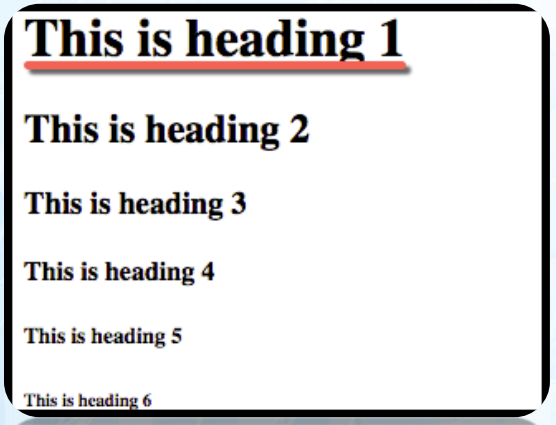
- ✓ **accessible for search engines**
- ✓ **easier for users to find & use**

On Page SEO Techniques & Activity

1. H1 Heading
2. Meta Title
3. Meta Description
4. Unique Content
5. Alternative Text
6. Image Optimization
7. Bold/Italic
8. Hyperlink or Anchor Text
9. Content is more than HTML coding
10. Sitemap
11. Robots.Txt
12. Canonical Issue
13. Broker Link/404 Found
14. Keyword Density
15. Keyword Proximity
16. Keyword Prominence
17. Check Grammar and Spelling
18. TUD – Title, URL, Description
19. Mobile Friendly Website
20. Website Speed Load Time
21. Rich Snippet (Schema)

On Page SEO Techniques & Activity

1. H1 Heading



H1 Heading Tag has traditionally been regarded as one of the **major ranking factors** and a major signal to search engines about the matter that the content of a page deals with. Often the user sees the headline on landing on a specific page. So, it is the headline which makes the visitor feel assured that he is at the correct place and will find the information he is looking for.

H1 Heading Tag – Code Sample

```
<head>
<H1>Example H1 Heading</H1>
</head>
```

On Page SEO Techniques & Activity

2. Meta Title

Meta title is used for passing information directly search engines which lack direct access to it. The limit of **Meta title tag is 55 to 60 characters**.

Meta Title Tag – Code Sample

```
<head>
<title>Example Title</title>
</head>
```

ielevate

Keyword difficulty: . . (for google.com database) — View full report for this keyword

All Shopping Videos News Images More Settings Tools

About 70 results (0.72 seconds)

Meta Title

https://www.ielevate.in

1. IElevate Institute | Digital Marketing Course in Delhi

IElevate is one of the most preferred Digital Marketing Institute, started in year 2014 and is known for Value for money education, quality-focused, job oriented ...

You've visited this page many times. Last visit: 18/4/21

DS: 0 TS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0

Get domain authority, visits and engagement data with a free SEMrush account - Connect

L: 42 LD: 59 I: n/a Rank: 330K whois source Rank: 8.23M Adv Disp Ads: 9

Pub Disp Ads: 0

Amazon ATES Training

Live Amazon Trained Ecommerce Specialist Training (ATES ...

Delhi

Deep understanding of your customer data will help you ...

Students

Digital marketing course in Delhi for students with corporate ...

IElevate Batch Registration Form

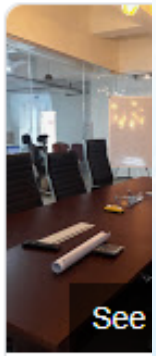
IElevate Batch Registration Form. Upload Passport Size Pic. Max ...

FEE & BATCHES

Digital Marketing batch. . Weekday

Payments are powered by

Netaji Subhash Place, Pitampura.



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Address

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Hours:

Phone:

On Page SEO Techniques & Activity

3. Meta Description

The **meta tag description tag** in HTML refers to the **155 to 160 character** extract which summarizes the content of a web page. Search engines occasionally use these extracts to enable visitors to know what a page is about before they click on it.

Meta Description Tag – Code Sample

<head>
<meta name=”description” content=”This is an example of a meta description. This will often show up in search results.”>
</head>

ielevate

Keyword difficulty: . . . (for google.com database) — View full report for this keyword

All | Shopping | Videos | News | Images | More | Settings | Tools

About 70 results (0.72 seconds)

Meta Description

https://www.ielevate.in

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You've visited this page many times. Last visit: 18/4/21

DS: 0 TS: 0 Visits: **0** Pages/Visit: **0** Avg. Visit: **0** Bounce rate: **0**

Get **domain authority**, **visits** and **engagement data** with a free SEMrush account - Connect

L: **42** LD: **59** I: **n/a** Rank: **330K** whois source Rank: **8.23M** Adv Disp Ads: **9**

Pub Disp Ads: **0**

Amazon ATES Training

Live Amazon Trained Ecommerce Specialist Training (ATES ...

Delhi

Deep understanding of your customer data will help you ...

Students

Digital marketing course in Delhi for students with corporate ...

IElevate Batch Registration Form

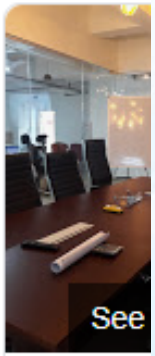
IElevate Batch Registration Form. Upload Passport Size Pic. Max ...

FEE & BATCHES

Digital Marketing batch. . Weekday

Payments are powered by

Netaji Subhash Place, Pitampura,



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Address

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Hours:

Phone:

On Page SEO Techniques & Activity

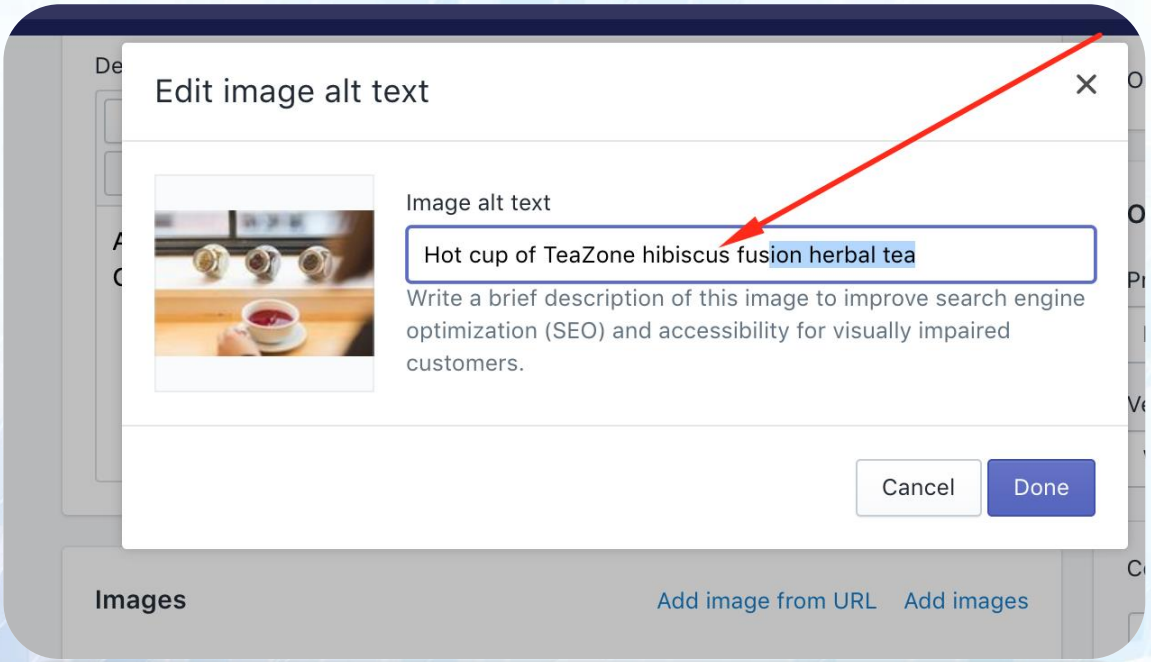
4. Unique Content

Content is king

Content is what people look for, in different forms. It can be in the form of Wikipedia pages, articles, video, blogs or social media. The **better the quality of your content**, the higher will be your ranking.

On Page SEO Techniques & Activity

5. Alternative Text



The google is not read the image, google read the Alt. text. That why Alt Text is very important in the **on-page SEO**. An **alternative text** is an **HTML attribute** which is used for offering a description of an image file's contents. One of the most common uses of alternative text is to offer text for visitors who cannot view images in their browsers.

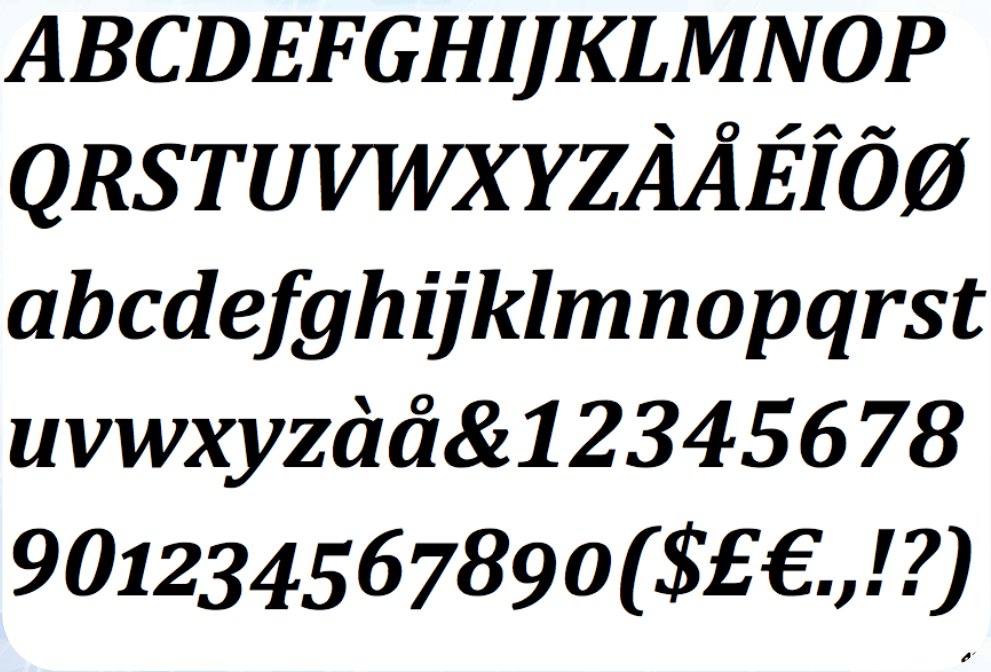
On Page SEO Techniques & Activity

6. Image Optimization

In the simple word, we **reduce the size of the image**. Image optimization is the job of lossy and lossless compression. The differences in image formats are because of the difference in the way lossy and lossless algorithms are utilized for optimizing an image.

On Page SEO Techniques & Activity

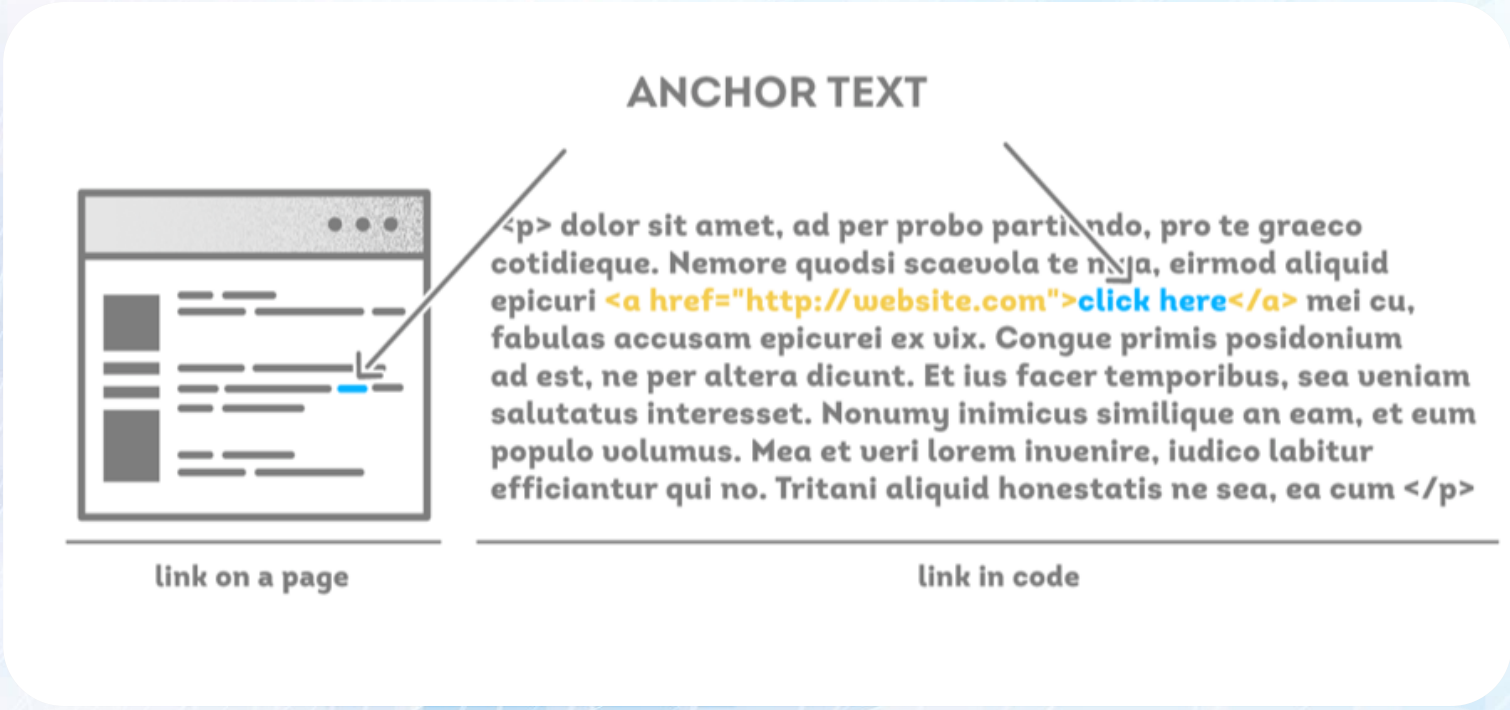
7. Bold/Italic



Usage of **bold/italic** in content helps in highlighting important lines. It makes readers slow down their reading pace and read in detail.

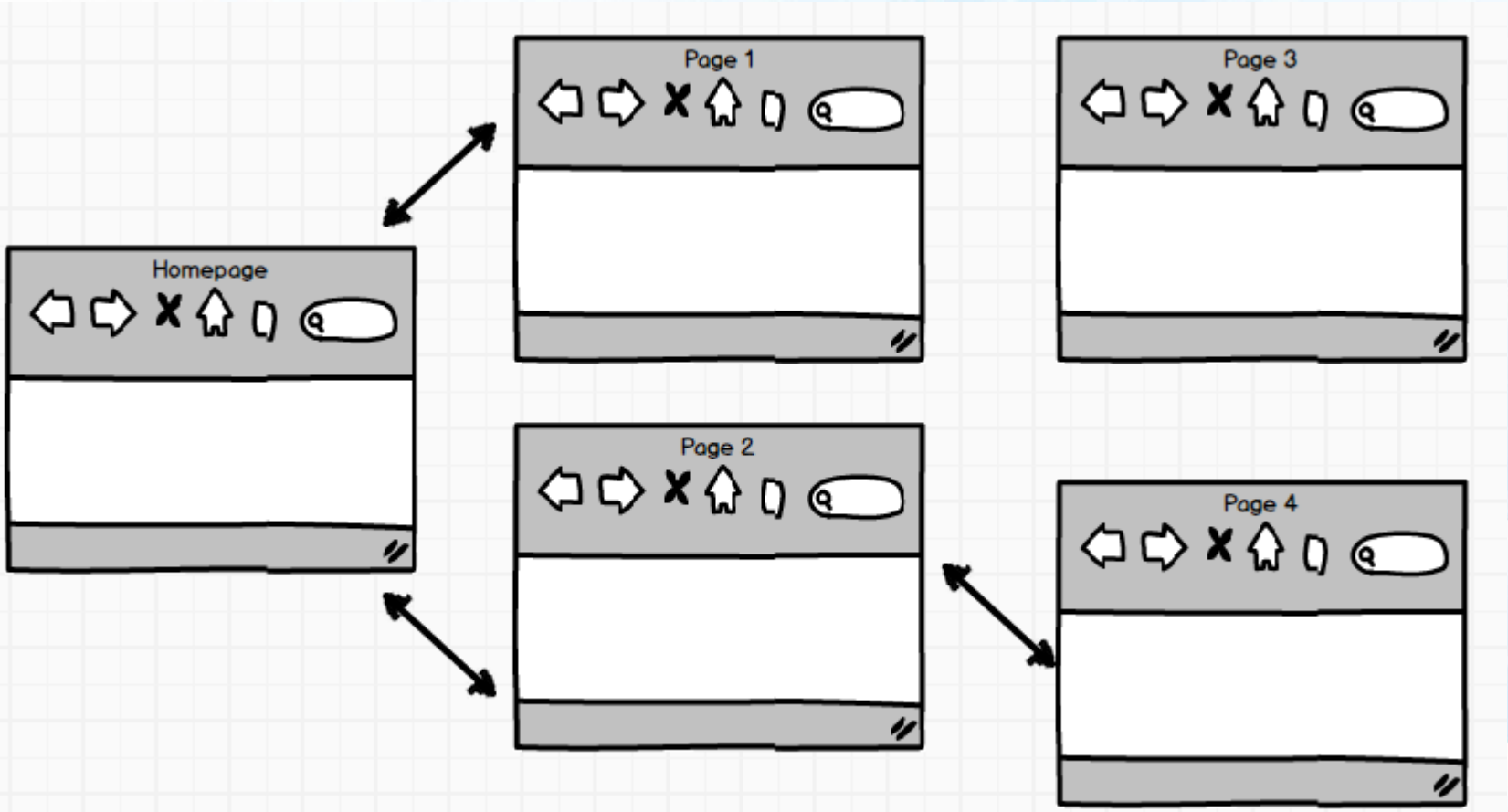
On Page SEO Techniques & Activity

8. Hyperlink or Anchor Text



Anchor text refers to clickable text in a **hyperlink**. SEO experts prescribe that anchor text needs to be relevant to the page you are linking it to, rather than generic text.

Internal Linking



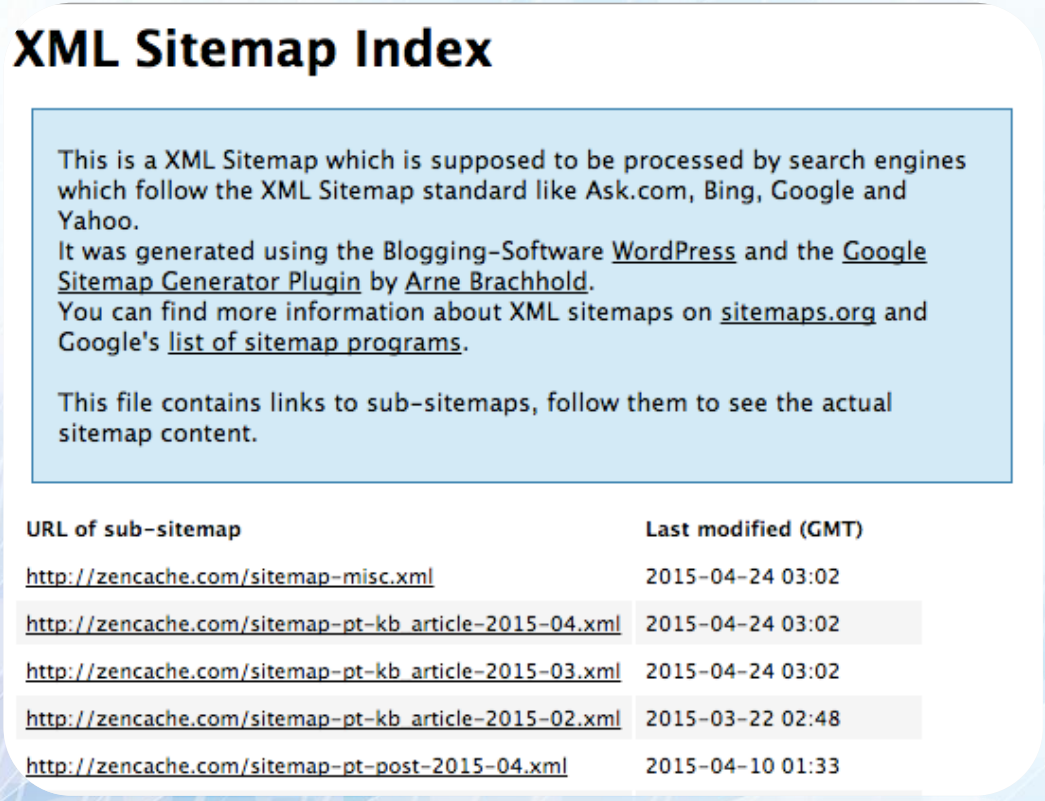
On Page SEO Techniques & Activity

9. Content is more than HTML coding

Always remember, the website content is more than HTML coding because the Google checks the content. If the content is very less than your page is not optimized properly.

On Page SEO Techniques & Activity

10. Sitemap



XML Sitemap Index

This is a XML Sitemap which is supposed to be processed by search engines which follow the XML Sitemap standard like Ask.com, Bing, Google and Yahoo.
It was generated using the Blogging-Software WordPress and the Google Sitemap Generator Plugin by Arne Brachhold.
You can find more information about XML sitemaps on sitemaps.org and Google's list of sitemap programs.

This file contains links to sub-sitemaps, follow them to see the actual sitemap content.

URL of sub-sitemap	Last modified (GMT)
http://zencache.com/sitemap-misc.xml	2015-04-24 03:02
http://zencache.com/sitemap-pt-kb_article-2015-04.xml	2015-04-24 03:02
http://zencache.com/sitemap-pt-kb_article-2015-03.xml	2015-04-24 03:02
http://zencache.com/sitemap-pt-kb_article-2015-02.xml	2015-03-22 02:48
http://zencache.com/sitemap-pt-post-2015-04.xml	2015-04-10 01:33

A **sitemap** is an XML file which is filled with URLs of your individual web pages. It is similar to an archive of every web page on your website.

On Page SEO Techniques & Activity

11. Robots.txt

Robot. TxT is the allow or disallow the Robot (Crawler or Bot or Spider). Website owners utilize the /robot.txt file to give commands about their site to web robots. This is called The Robots Exclusion Protocol.

Example –

1. Allow indexing of everything

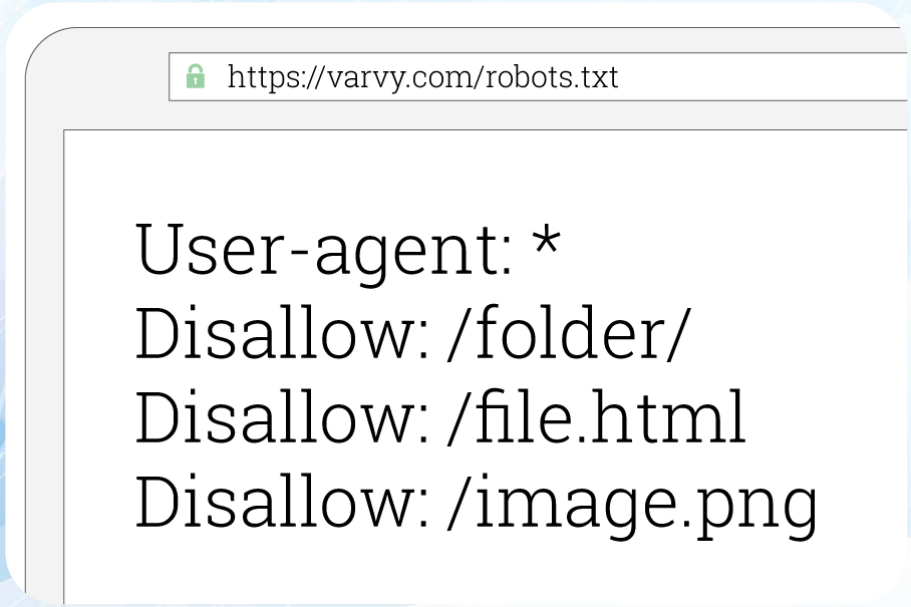
User-agent: *
Disallow:
or
User-Agent: *
Allow: /

2. Disallow indexing of everything

User-agent: *
Disallow: /

3. Disallow indexing of a specific page

User-agent: *
Disallow: /about-us



This code means owner allow the whole website for the Google Crawler.

On Page SEO Techniques & Activity

12. Canonical Issue

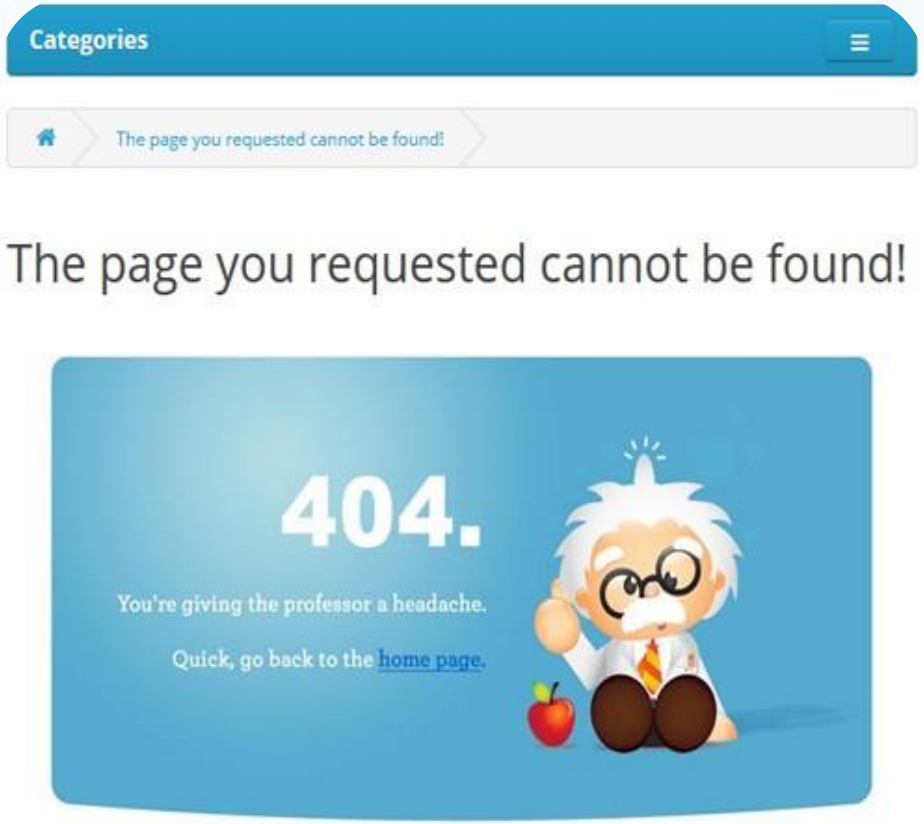
A **canonical issue** occurs when 301 redirects are not placed in proper order. This means that your website can be opened by search engines from many different URLs.

Canonical Tag – Code Sample

<link rel=”canonical” href=”http://example.com/blog” />

On Page SEO Techniques & Activity

13. Broker Link/404 Found



The display of **404 page** means that the original page is gone.

On Page SEO Techniques & Activity

14. Keyword Density

Keyword density means the % of times a keyword or phrase appears on a web page in comparison to the total number of words on that page. The **primary keyword density** is 2 to 3% and **secondary keyword density** is 1 to 2%. The **formula of keyword density** is (number of keyword/total number of an article)*100.

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15. Keyword Proximity

Keyword proximity means the distance between individual keywords of a search term.

16. Keyword Prominence

In SEO, **keyword prominence** means prominent placement of keywords or phrases in a web page.

On Page SEO Techniques & Activity

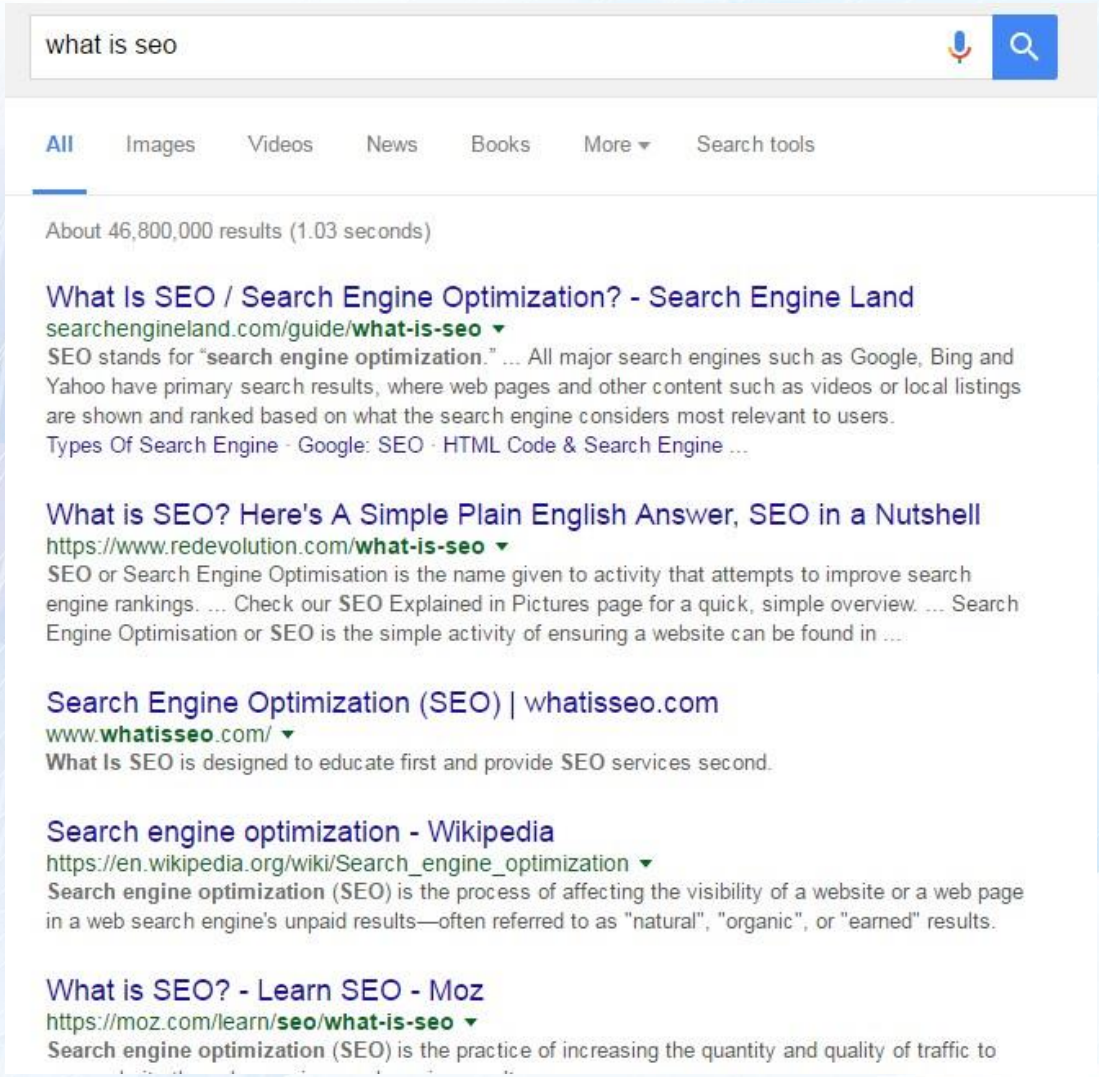
17. Check Grammar and Spelling

Grammar and spelling checks are essential to make content readable. High authority sites give importance to contents with error free grammar and spellings.

18. TUD – Title, URL, Description

TUD means your page keyword put in the Title, URL, and description. The title, URL, and descriptions help search engines to know what a page is all about. Click through rates improve as a result.

URL Structures



On Page SEO Techniques & Activity

19. Mobile Friendly Website

A **mobile-friendly website** is a site which is designed in a manner to display perfectly on small screens of tablets and smartphones.

20. Website Speed Load Time

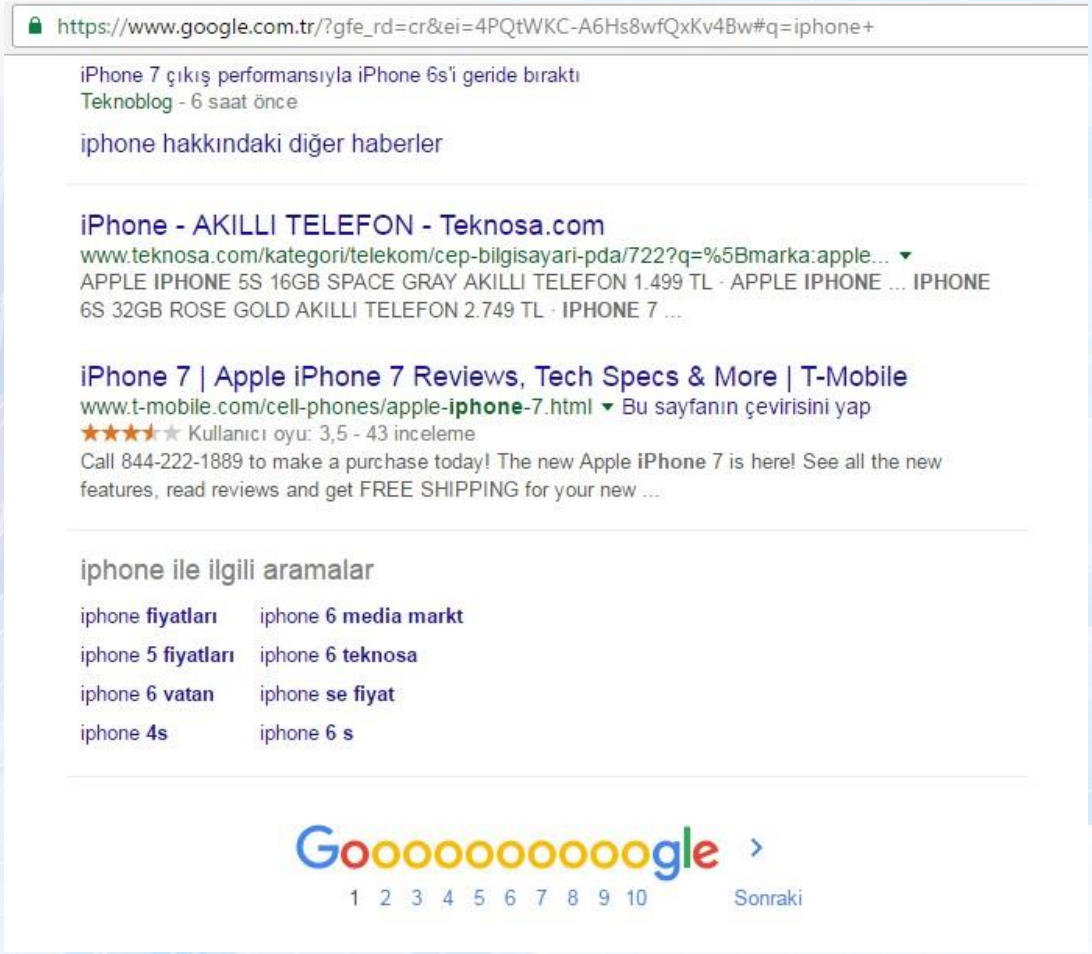
Website speed load time means the time required to fully show the content of a particular page. If the website load time is less than the more visitor comes and website opens very fast.

On Page SEO Techniques & Activity

21. Rich Snippets (Schema)

- You can provide some additional data to search engines by using Rich Snippets and structured data.
- Schema.org provides some examples of data that can benefit from structured markup, including **people**, **products**, **reviews**, **businesses**, **recipes**, **and events.**

Rich Snippets



Use These Strategies to Outrank High Authority Sites

Is it possible for a small website with an average domain authority and a subpar backlink profile to outrank a big, high authority website?
Interestingly, the answer is YES. It's possible!

The big question is “**How**?”

And it is this “how” part that is holding a lot of small websites back from potentially gaining top rankings and growing their audiences.

But you're in good hands today because in this guide, not only are we going to explain why it is possible to outrank bigger websites, we are also going to discuss the strategies we have found to be effective for gaining the upper hand against these high authority competitors.

HOW TO BEAT BIGGER COMPETITORS TO THE TOP OF SERPS

1. Start by Targeting ‘that ONE Page’
2. Publish Content BETTER than the Competition
3. Create Backlinks like Crazy
4. Outperform the Competition from a Technical Standpoint
5. Target Long-tail Keywords

Off-Page Optimization

Off-Page Optimization

- Off-page optimization is generally focused on **building links to the website**
- It can be referred as **increasing a website's popularity** in terms of **quality links** from other websites.

What is Link Building?

- **Link building** is the practice of actively marketing your site with the intent to obtain **links** from other sites.

Meaning of Links

- Search engines treat **links** as votes for **popularity** and importance.
- **Trustworthy** sites tend to link to other **trusted** sites, while **spammy** sites receive very few links from **trusted sources.**

Page Rank Algorithm

- In simple terms, each link to a web page is a counted as a vote for that page, and the page with the most votes wins.
- Link value was also affected by:
  - Anchor text
  - Relevance
  - Authority
  - Trust

Link Signals

- Global Popularity
- Local/Topic-Specific Popularity
- Anchor Text
- TrustRank
- Link Neighborhood
- Freshness
- Social Sharing

Link Building Basics

- "Natural" Editorial Links
- Manual "Outreach" Link Building
- Self-Created, Non-Editorial

Samples of Link Building Strategies

- Get your customers to link to you
- Build a company blog; make it a valuable, informative, and entertaining resource
- Create content that inspires viral sharing and natural linking
- Be newsworthy

Researching The Competition

- Some tools
  - Searchmetrics
  - Similar Web
- It's useful to analyze the following elements of all competing websites:
  - Content
  - Links
  - Meta Data
  - Etc.

Data!

- You should at least follow:
  - Traffic sources and volume
  - Search Engine Rankings
  - Index status
  - Crawl stats

Data Tools

- Web Analytics Tools (such as Google Analytics)
- Google Search Console (Formerly know as Google Webmaster Tools)
- Logs
- Free & Paid Tools available online

Organic Search

rimary Dimension: **Default Channel Grouping** Source / Medium Source Medium Other

Plot Rows | Secondary dimension | Sort Type: Default | advanced

Default Channel Grouping	Acquisition			Behavior			Conversions Goal 1: Success		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Success (Goal 1 Conversion Rate)	Success (Goal 1 Completions)	Success (Goal 1 Value)
	1,725 % of Total: 100.00% (1,725)	90.90% Avg for View: 88.93% (2.22%)	1,568 % of Total: 102.22% (1,534)	60.35% Avg for View: 60.35% (0.00%)	1.85 Avg for View: 1.85 (0.00%)	00:01:40 Avg for View: 00:01:40 (0.00%)	31.13% Avg for View: 31.13% (0.00%)	537 % of Total: 100.00% (537)	$644.40 % of Total: 100.00% ($644.40)
1. Direct	904 (52.41%)	93.03%	841 (53.64%)	54.31%	1.97	00:02:04	38.61%	349 (64.99%)	$418.80 (64.99%)
2. Organic Search	589 (34.14%)	86.59%	510 (32.53%)	61.63%	1.89	00:01:33	26.83%	158 (29.42%)	$189.60 (29.42%)
3. Referral	222 (12.87%)	95.95%	213 (13.58%)	81.08%	1.28	00:00:26	13.06%	29 (5.40%)	$34.80 (5.40%)

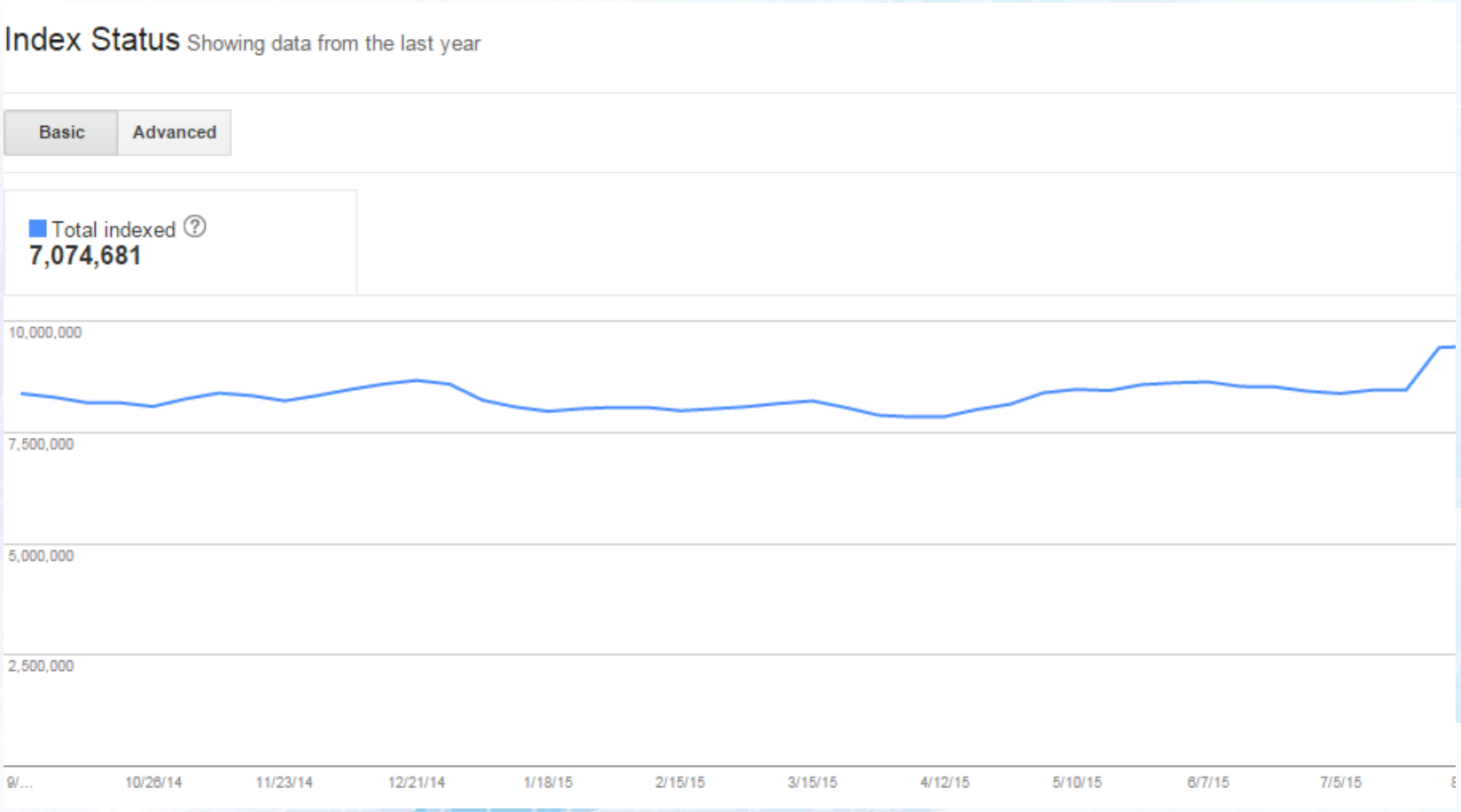
Traffic By Search Engine

Primary Dimension: **Source / Medium** Source Medium Keyword Other

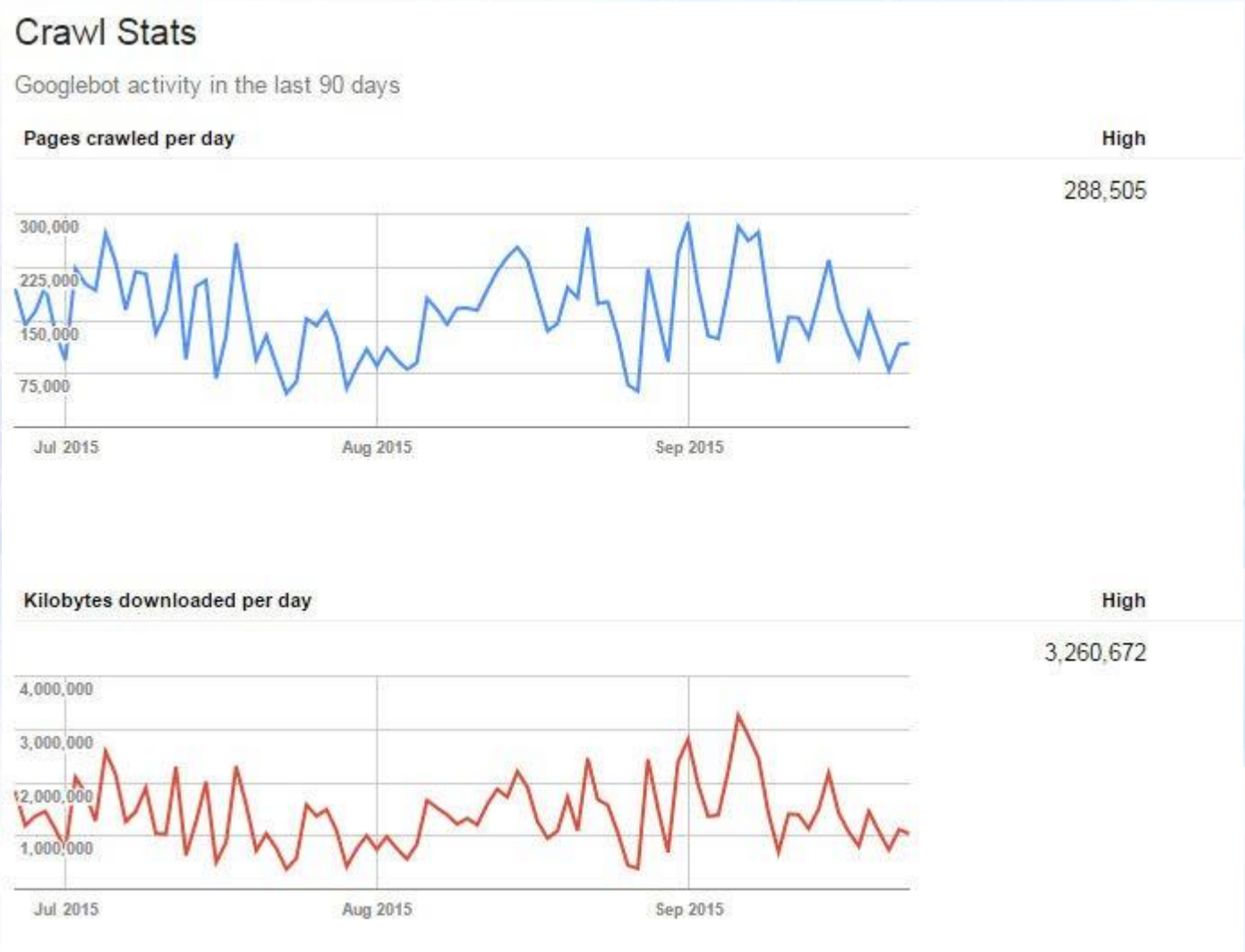
Plot Rows | Secondary dimension | Sort Type: Default | organic | advanced

Source / Medium	Acquisition			Behavior			Conversions Goal 1: Success		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Success (Goal 1 Conversion Rate)	Success (Goal 1 Completions)	Success (Goal 1 Value)
	589 % of Total: 34.14% (1,725)	86.59% Avg for View: 88.93% (-2.63%)	510 % of Total: 33.25% (1,534)	61.63% Avg for View: 60.35% (2.12%)	1.89 Avg for View: 1.85 (1.99%)	00:01:33 Avg for View: 00:01:40 (-7.26%)	26.83% Avg for View: 31.13% (-13.83%)	158 % of Total: 29.42% (537)	$189.60 % of Total: 29.42% ($644.40)
1. google / organic	568 (96.43%)	86.27%	490 (96.08%)	61.44%	1.90	00:01:35	27.29%	155 (98.10%)	$186.00 (98.10%)
2. yandex / organic	13 (2.21%)	92.31%	12 (2.35%)	53.85%	1.85	00:01:06	23.08%	3 (1.90%)	$3.60 (1.90%)
3. ask / organic	3 (0.51%)	100.00%	3 (0.59%)	66.67%	1.33	00:00:02	0.00%	0 (0.00%)	$0.00 (0.00%)
4. yahoo / organic	3 (0.51%)	100.00%	3 (0.59%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)

Index Status



Crawl Stats


Crawl Stats
Googlebot activity in the last 90 days
Pages crawled per day
High
288,505
300,000
225,000
150,000
75,000
Jul 2015
Aug 2015
Sep 2015
Kilobytes downloaded per day
High
3,260,672
4,000,000
3,000,000
2,000,000
1,000,000
Jul 2015
Aug 2015
Sep 2015

What has happened lately?

- Panda & Penguin
- Hummingbird
- Mobile

Panda Update

- Panda was rolled in 2011.
- Creating **a great user experience** became more and more important.
- **Unique, good, sharable content** became important as content that is «intentionally created for SEO purposes» got penalized.
- Metrics like bounce rate, average time on site, etc. became more important.

Penguin Update

- Panda was rolled in 2012.
- It was mostly about **backlinks**.
- Buying links and obtaining them through link networks to boost Google rankings was punished.

Hummingbird

- Google's new search algorithm.
- It was released in 2013.
- Pagerank is considered to be one of the ingredients of Hummingbird.
- Designed to focus on meaning behind the words.
- Conversational search
  - «Where can I **buy** a **cheap smartphone**?»

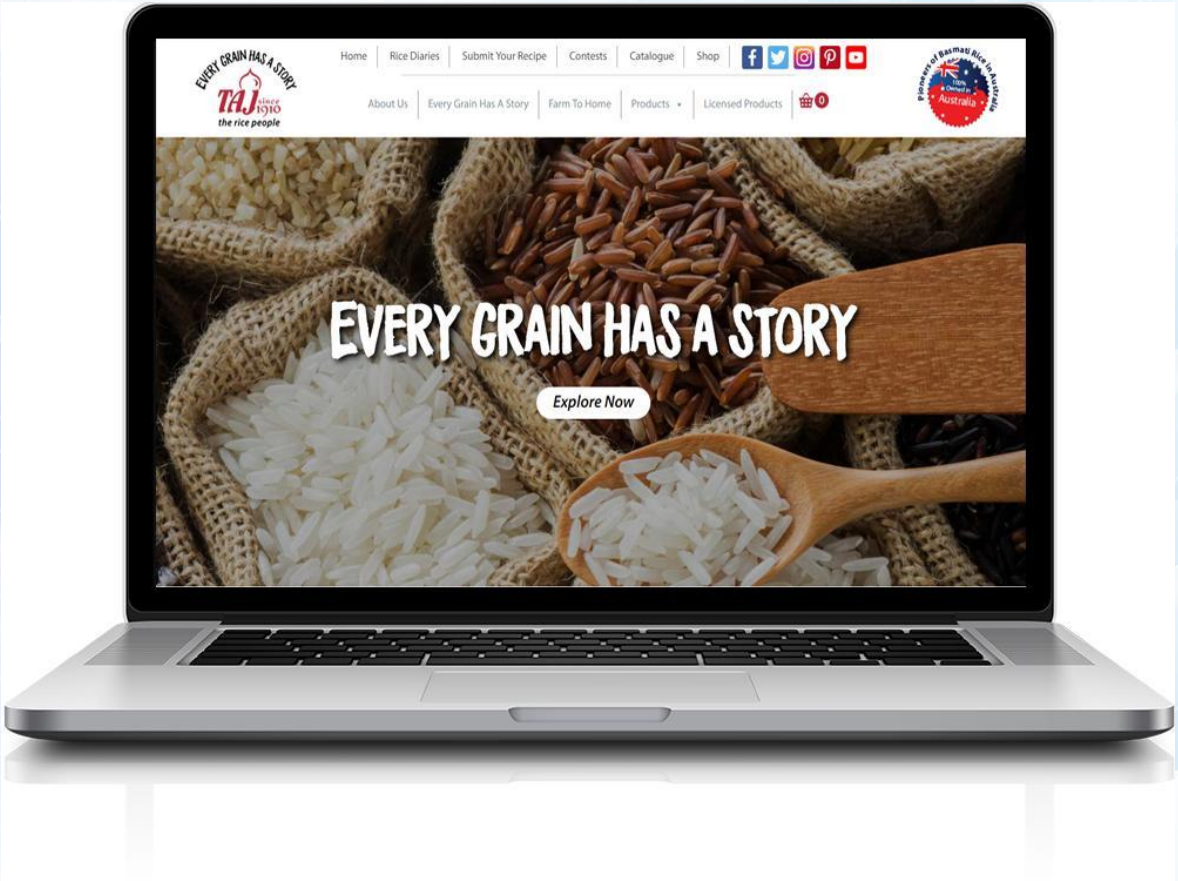
Mobile Friendly

- In 2015, Google released their «mobile friendly update»
- Mobile friendy pages now have a boosted ranking on mobile search results.

Keeping up with the changes

- https://moz.com/google-algorithm-change
- http://searchengineland.com/library/google/google-algorithm-updates
- Also, keep following all the resources stated in the syllabus in the beginning of the year.

A SEO Case Study of Tajfoods.com.au



About The Tajfoods.com.au

Taj Foods have grown to become one of the leading basmati brands amongst the extremely discerning rice eating community, and one of the leading Basmati Rice Manufacturers, Importers, and Exporters in Australia. Consistent high quality, attractive price points, very high customer satisfaction and brand loyalty have been the main guiding principles of growth.

Target Audience is **Worldwide Rice & Food Markets.**

We started managing their Search Engine Optimization, especially for Organic Search, since **May - 2018.**

Website: https://tajfoods.com.au/

EVERY GRAIN HAS A STORY
TAJ since 1910
the rice people

Challenges

- **Tajfoods.com.au** was struggling to be on the first page and gain search engine traffic.
- Tajfoods.com.au wanted to rank with highly competitive search terms for these keywords group like rice brands(Basmati), dairy products, spices etc.
- Improving ranking and organic traffic was a very tough task, due to highly competitive foods & supplements keywords in the world.
- Tajfoods had bad user-experience, and high bounce rate & CTR.
- Tajfoods were fighting with tough competitors like **Alibaba, Amazon, etc.**

Challenges (contd.)

- ➔ 1000+ unnecessary links was already indexed in Google, Bing, & Yahoo.
- ➔ We were monitoring on regular basis because some of the competitors were doing spamming & bot attacks.
- ➔ Targeted demographics based audience.
- ➔ Lots of bad links were already built.
- ➔ Business was not appearing in Local searches.

Strategies

Website analysis and Keywords research to identify the top 100 keywords in relation to industry

Fixed On-page SEO changes, meta tags, XML sitemap, Google Webmaster & analytic setup & Image Optimization

Manual submission to top search engines, Article promotion, Blogging & Press Release

Ads Posting, Business Listing, Web 2.0 profile creation, Products submission & Infographic

Videos promotion, Images promotion, Reviews sharing , PDF & PPTs submission & Competitors analysis

Achievements

- ➔ Increased the competitive keywords rankings tremendously
- ➔ Increased Organic traffic per month
- ➔ Increased Unique & genuine visitors
- ➔ Bounce rate improvements
- ➔ Improved page views & sessions
- ➔ Target on demographics based visitor
- ➔ Gave a unique user-experience
- ➔ Performed On-site Maintenance
- ➔ Increased interest based leads

Improved Rankings

We worked on few keywords, built authority and ultimately influenced their search result ranking in 3-4 months.

Now, **18** of their keywords rank among the **top 10**. And **10 keywords** rank among **the top 3**. And **4 keywords** rank **Number 1.**

10 Keywords Rank In Top 3

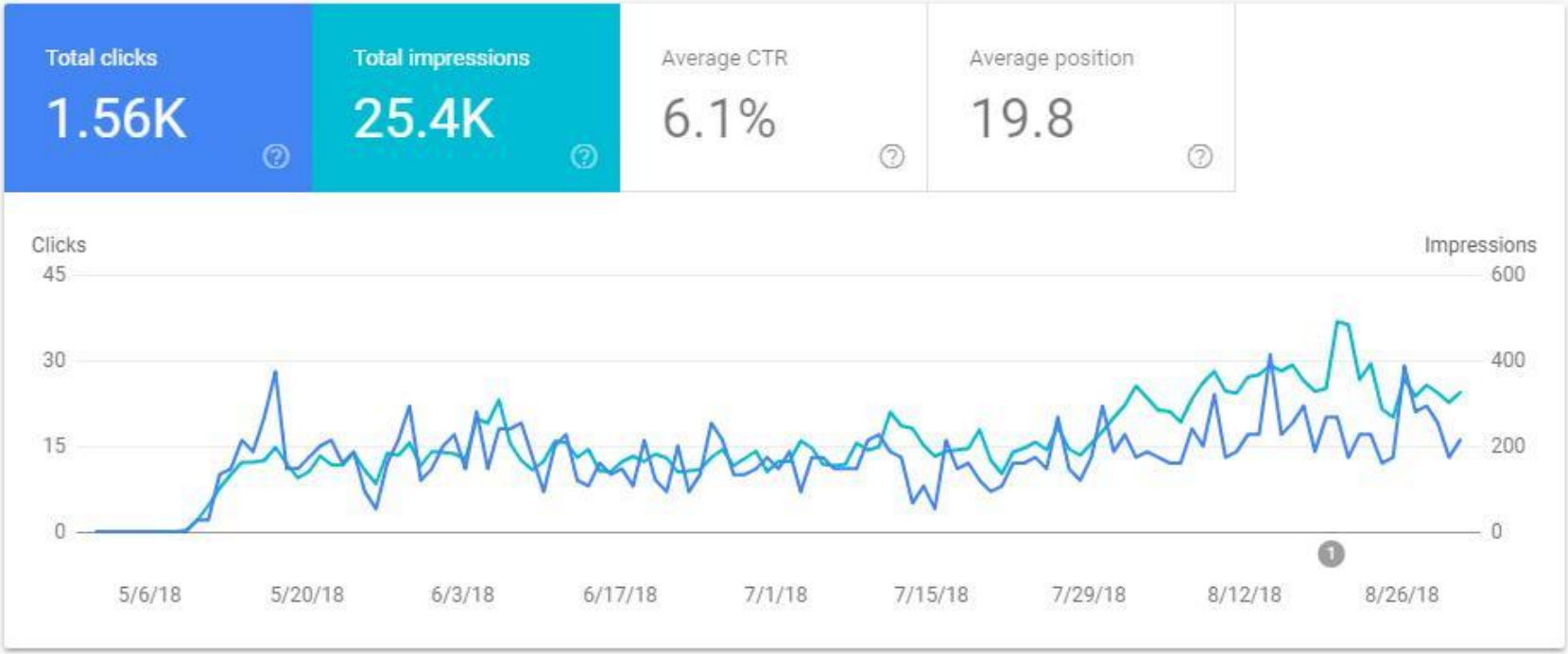
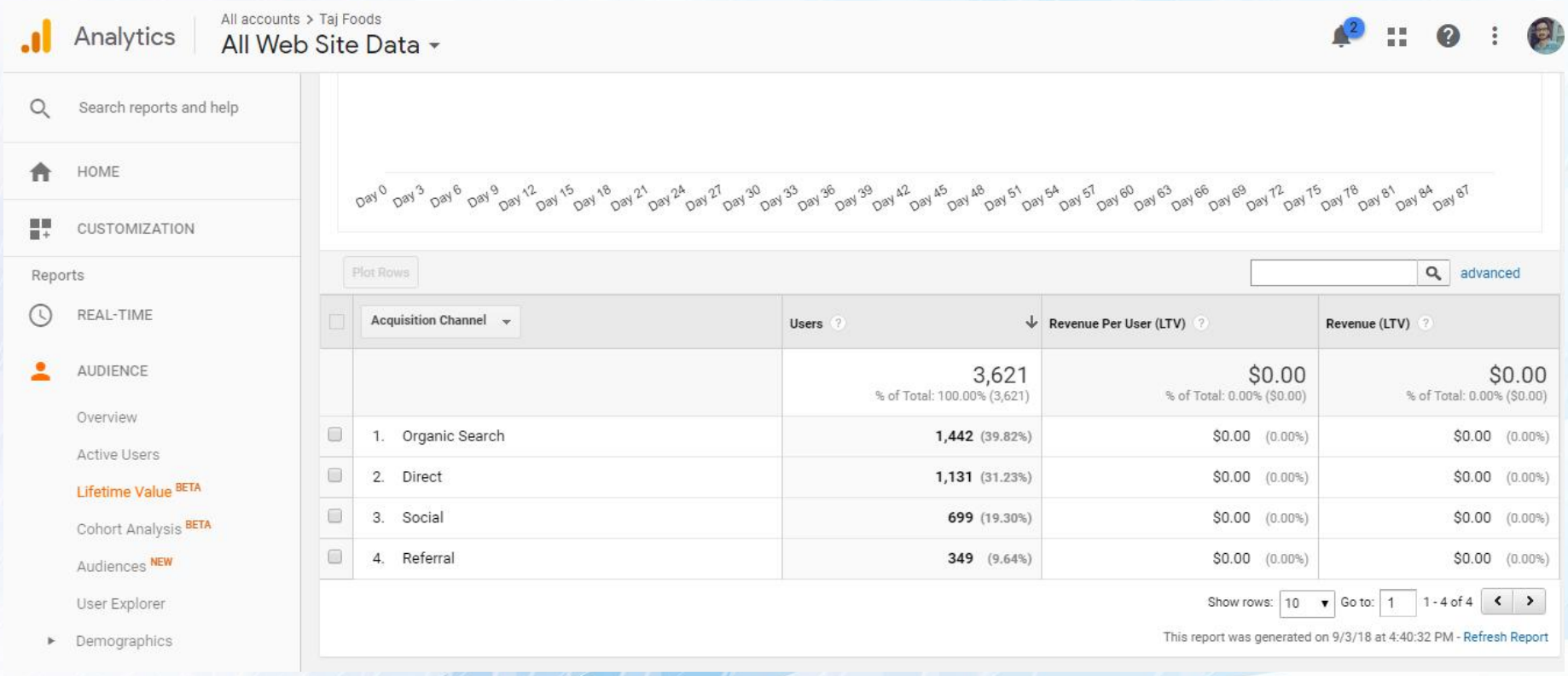
	Keyword	SERP Features	tajfoods.com.au Trend	2 Sep	Diff	CPC	Vol.
1.	world s longest basmati rice			1	↑2	n/a	n/a
2.	basmati rice manufacturer australia			1	↑2	n/a	n/a
3.	no.1 basmati rice brand in australia			1	0	n/a	n/a
4.	world longest basmati rice			2	↑1	n/a	n/a
5.	taj supreme basmati rice			2	↑2	n/a	n/a
6.	longest basmati rice			2	↑4	n/a	10
7.	taj basmati rice			2	0	0.01	40
8.	basmati rice suppliers in australia			2	↑3	n/a	n/a
9.	wholesale rice suppliers			3	↑22	0.93	20
10.	basmati rice exporters in australia			3	↑3	n/a	n/a

Real Screenshot of Ranking

Real Screenshot of Ranking (contd.)

Improvement In Organic Traffic

Achieved 0 to 16 Clicks Per Day



100% Improvement Organic Search in 3-4 Months